

APPENDIX V
PRICING LEVELS AND TRENDS

Postpaid Service

Table V.A.i

Equipment Installment Payment (EIP) Plans with Early Upgrade Option

Date	Provider	Plan Name	Description
7/13	T-Mobile	Jump “Un-carrier 2.0”	Customers can upgrade their device every six months for an additional \$10 per month on top of an existing plan with trade-in of existing device. ⁱ
7/13	AT&T	Next	Customers can buy a device and upgrade to a new device every 12 months with no down payment and trade-in of existing device. ⁱⁱ
7/13	Verizon	Edge	When Edge was first introduced, customers were allowed to upgrade every 6 months if 50 percent of the retail cost of the handset had been paid off, ⁱⁱⁱ Share Everything data plan required.
9/13 to 1/14	Sprint	One Up	Customers can purchase a device with no down payment and upgrade after 12 months with trade-in of existing device. ^{iv}
1/14	Sprint	Family Plans/ Easy Pay	Customers can get a smartphone or feature phone for a down payment and 24 monthly installment payments and upgrade after 12 months on certain qualifying plans with trade-in of existing or equivalent model. ^v Early upgrade option (annual upgrades) available only with purchase of unlimited data plan. ^{vi}
1/14	Verizon	Edge	Customers who enroll can select a device and then upgrade after 30 days with trade-in of existing device if at least 50% of the retail price of the device is paid off. ^{vii} Share Everything data plan required. Promotion allowing Edge customers to upgrade after 30 days. ^{viii}
2/14	T-Mobile	Jump	Customers can upgrade any time they want and as often as they want if they have paid off at least 50% of the cost of the device (T-Mobile will cover remaining payments up to half of device cost). Trade-in requirement and \$10 monthly fee still apply. Tablets added to Jump plan. ^{ix}
6/14	Verizon	Edge	Changes to conditions of upgrade program: ^x
			(1) Customers are required to pay off 60% of the retail price of the device before upgrading, up from 50% previously.
			(2) Device financing costs are spread over 20 months instead of the previous 24 months, thereby raising customers’ monthly equipment installment payments but allowing them to pay off devices more rapidly.

Table V.A.ii

Discounts on Monthly Service Fees for EIP Customers¹

Date	Provider	Plan Name	Description
9/13 - 1/14	Sprint	One Up	\$15/month discount per line off unlimited contract plans (Unlimited, My Way and My All-in). ^{xi}
12/13	AT&T	Mobile Share Value/ Next	\$15/month discount per line – from \$40/month per device to \$25/month per device. ^{xii}
1/14	Sprint	Family Plans/ Easy Pay	Gives customers progressively larger discounts as more people join the Family up to a maximum discount of \$30/month per line and a limit of 10 phone numbers per group. ^{xiii} \$5/month discount per line off unlimited data contract plan; \$15/month discount per line off 1GB data contract plan. All Family plans include unlimited voice and text messaging, which starts at \$55/month for one line and progressively decreases in price per line as more lines are added. Options for data add-ons - unlimited data for \$20/month, 3GB for \$10/month and 1GB for no additional charge. The 3GB and 1GB data add-ons have an overage charge of 1.5 cents/MB. ^{xiv}
2/14	AT&T	Mobile Share Value/ Next	Reduces price by \$40 on a plan with four smartphones with unlimited voice and text and 10 GB of data which now costs \$160. Additional \$10/month discount per line for Next customers with data buckets of 10GB or more – from already discounted \$25/month per device to \$15/month per device. ^{xv}
2/14	Verizon	More Everything/ Edge	\$10/month discount per line off smartphone access for data buckets of 8GB or less, and \$20/month discount per line off smartphone access for data buckets of 10GB or more – from \$40/per month per line to \$30/month per line for 8GB bucket or less, and \$20/month per line for 10GB bucket or more. Discounts limited to Edge customers who pay for devices with EIP. ^{xvi}
4/14	Verizon	More Everything	\$25/month discount per line off smartphone access for data buckets of 10GB or more – from already discounted \$20/month per line to \$15/month per line. ^{xvii} Matches AT&T in offering 10GB for 4 lines for \$160/month.
4/14	C Spire	Unlimited Everything	\$35/month discount off existing unlimited voice and data plan – from \$100/month to \$65/month. Plan includes unlimited voice, texting, picture messaging, web, music and video. ^{xviii}
4/14	Verizon	More Everything	Eligibility for EIP discounts on monthly smartphone access fees extended to existing customers on month-to-month contracts and new customers who bring their own device -- \$30/month per line to add a smartphone for data buckets of 8GB or less, and \$15/month per line for data buckets of 10 GB or more. The new

¹ T-Mobile, AT&T and Sprint have consistently offered the same EIP discounts to customers who pay the full retail price of the device upfront, bring their own device, and those who have already paid for their device under a traditional two-year service contract that has expired. In contrast, when Verizon first started offering EIP discounts, the company initially limited eligibility to Edge customers. Subsequently, Verizon extended the same discounts to existing customers on month-to-month contracts and new customers who bring their own device, but only for a limited time. Phil Goldstein, *Analysts: Verizon's 'More Everything' Plans Show No. 1 Carrier Isn't Immune to Price War*, FIERCEWIRELESS, Feb. 13, 2014; Debi Lewis, *More Savings Coming for Verizon Wireless Customers Beginning April 17*, Press Release, Verizon Wireless, Apr. 14, 2014.

			offer is available only for a limited time. ^{xix}
5/14	C Spire	Shared Data	\$15/month discount per line off smartphone access for data buckets of 8 GB or less – from \$40/month per line to \$25/month per line. ^{xx}
			\$25/month discount per line off smartphone access for data buckets of 10GB or more – from \$40/month per line to \$15/month per line. Matches AT&T and Verizon in offering 10GB for 4 lines for \$160/month. ^{xxi}

Table V.A.iii

Major Changes to Pricing of Postpaid Service Plans

Date	Provider	Plan Name	Description
3/13	T-Mobile	Simple Choice “Un-carrier 1.0”	Discontinued offering of traditional two-year contracts with monthly fees that include the cost of device subsidies discontinued. All new retail customers must sign up for no-contract plans that separate service and equipment fees. EIP option available to customers with good credit. ^{xxii xxiii}
7/13	Sprint	Unlimited, My Way; My All-in	Launched new unlimited rate plans – All plans include unlimited voice and text, which starts at \$50/month for one line. As more devices are added to account, customers get progressively larger discounts, up to a maximum discount of \$30/month per line and a limit of 10 lines per account. Customers can also purchase 1GB per month of mobile hotspot usage for \$10/month. “My All-in” also includes 5GB of mobile hotspot usage for a total of \$110/month. ^{xxiv}
			Unlimited data for smartphones is offered as a \$30/month add-on. Therefore, unlimited voice, text and data for one device costs \$80/month, down \$30/month from previous Simply Everything unlimited rate plan.
			Launched 1GB data tier - option is offered as a \$20/month add-on. - \$70/month including unlimited voice and text. ^{xxv} Sprint becomes last nationwide operator to shift from exclusively unlimited data pricing to tiered, usage-based data pricing for smartphones.
10/13	AT&T	Mobile Share	Discontinued offering of traditional voice and data plans based on usage of individual devices. All new retail customers must sign up for shared data plans. ^{xxvi}
12/13	AT&T	Mobile Share	Restructured rate plan -- standard \$40/month fee to add a smartphone line replaces previous sliding scale of \$30-50/month depending on data bucket size. Price of 1-2GB buckets raised \$5/month, and price of 6-20GB buckets reduced by \$10-50/month. Before the change, the cost to add a smartphone to a shared data plan was \$50/month for the 300MB tier, \$45/month for 1-2GB, \$40/month for 4GB, \$35/month for 6GB and \$30/month for larger data tiers. ^{xxvii} Net effect on monthly service fees depends on usage and number of smartphone lines. ^{xxviii}
1/14	Verizon	Share Everything	Introduced less expensive entry-level plan with smaller data bucket: \$60/month for 250MB of smartphone data. ^{xxix}
2/14	AT&T	Mobile Share	Restructured rate plan and offered to existing AT&T customers -- monthly line access fees reduced for existing subsidized contract

			customers until next upgrade -- from \$40/month per device to \$25/month for data buckets of 2GB to 6GB, and to \$15/month for data buckets of 10GB or more. The change effectively allowed current traditional contract customers with subsidized devices to switch to the same discounted pricing structure as AT&T's Mobile Share Value plans for Next/ EIP customers ^{xxx} Current customers can keep the discounted pricing indefinitely with their existing devices. However, once customers decide to upgrade to a new device, they will have to sign up for the Next EIP plan or purchase the new device outright to keep the discounted pricing. Prices will go back up if they choose to get another subsidized device through a traditional contract plan.
2/14	Verizon	Loyalty Plans	Loyalty plans offered to retain customers: \$60/per month for unlimited voice, texting and 2GB of smartphone data. ^{xxxii}
2/14	Verizon	More Everything	Increased data allowances on selected tiers without increasing monthly prices – from 500MB to 1GB on \$40/month plan, from 1GB to 2GB on \$50/month plan and from 2GB to 3GB on \$60/month plan. Unlimited international messaging and 25GB of cloud storage per line added to all pricing tiers. ^{xxxii}
			The monthly fee on basic 700 MOU voice-only calling plan was also reduced by \$5/month -- from \$40/ month to \$35/month. Monthly data fees reduced by \$10/month on 500MB data bucket (), and by \$5/month on 250MB data bucket ().
3/14	T-Mobile	Simple Choice	Increased high-speed data allowances on tiered data plans without increasing monthly prices – from 500MB to 1GB on \$50/month entry-level plan, and from 2.5GB to 3GB on \$60/month plan. Unlimited international texting added to all tiers. ^{xxxiii}
			Monthly price of unlimited data plan increased \$10/month, from \$70/month to \$80/month. Tethered data allowance on unlimited plan doubled to 5GB. New 5GB high-speed data tier introduced at \$70/month price point of original unlimited data plan. ^{xxxiv}
3/14	AT&T	Mobile Share/ Mobile Share Value	Monthly price reduction of entry-level 2GB data bucket for single-line customers and for two lines sharing the 2GB data allowance -- from \$55/month to \$40/month (excluding monthly device access fees per line). ^{xxxv} Price cut applies equally to EIP and subsidized subscribers. Unlimited international messaging added to all tiers at no additional cost.
3/14	U.S. Cellular		Data allowances increased on tiered plans without increasing monthly prices – from 300MB to 1GB on \$40/month plan, from 1GB to 2GB on \$50/month plan, and from 2GB to 3GB on \$60/month plan. ^{xxxvi}
4/14	T-Mobile	Simple Starter ²	Introduction of new entry-level 500MB LTE data plan for \$40/month, with service suspension for the month after LTE data allowance reached. In place of overage charges or speed reductions, the service is suspended entirely for the month once the user reaches the 500MB LTE data allowance. Customers who wish

² In place of overage charges or speed reductions, the service is suspended entirely for the month once the user reaches the 500MB LTE data allowance. Customers who wish to exceed the 500MB LTE data allowance need to purchase either a 500MB one-day on-network data pass for \$5 or a 1GB 7-day on-network data pass for \$10. The plan does not include international service packages or roaming.

			to exceed the 500MB LTE data allowance need to purchase either a 500MB one-day on-network data pass for \$5 or a 1GB 7-day on-network data pass for \$10. The plan does not include international service packages or roaming. ^{xxxvii}
4/14	T-Mobile	All plans	Overage charges abolished on all plans, including legacy plans, for domestic calls, text messages and data usage. ^{xxxviii}
8/14	Sprint	Family Share Pack	New shared-data plan that offers double the high-speed data at a lower price than AT&T and Verizon Wireless. \$100 for 4 lines with 28 GB of shared data and \$100 for 10 lines and 40 GB of shared data. % GB of data per line plus 2 GB of extra data per line through 2015. ^{xxxix}
12/14	T-Mobile	Simple Choice	Introduces unlimited 4G LTE Family Plan for \$100 for 2 lines and goes all the way up to 10 people for \$40 more per line. ^{xi}

Table V.A.iv

Selected Promotions and Incentives to Attract and Retain Customers

Date	Provider	Plan Name	Description
7/13	Sprint	Unlimited, My Way; My All-in	Guarantees unlimited data for the life of the line to new customers who sign up for, and existing customers who switch to, Unlimited, My Way or My All-in plans. ^{xlii}
10/13	AT&T		New tablet data plans: \$5/day plan with 250MB per day, and \$25 plan with 1GB that can be used any time during 3-month period. ^{xliii}
10/13	T-Mobile	“Un-carrier 4.0” Tablets Un-leashed	All customers who use tablets on the network have lifetime access to 200MB of free LTE data per month. Customers need to purchase a \$10 SIM card from T-Mobile to connect a tablet. Existing voice customers with a phone plan and new customers who pay full price for tablets can access the 200MB of free data without signing up for additional plans, but customers who wish to pay for a tablet using the company’s no-money-down EIP are required to purchase a monthly data plan before gaining access to the 200MB of free data. ^{xliii}
1/14	Sprint	Family Plan	Customers who join a Family plan can get a free Galaxy Tab 3 tablet if they sign up for a qualifying data plan. Sprint’s free tablet offer began as an initially short-term promotion in January 2014, but was extended multiple times during the first quarter of 2014. ^{xliiv}
1/14 to 2/14	AT&T		Customers who switch to AT&T from T-Mobile and trade-in their eligible smartphone can get up to \$450. When they pay for their device (Next EIP, full retail price or BYOD) get \$200 credit per line and ability to trade in current device for promotion card worth up to \$250, which could be used toward purchase of AT&T products or services. ^{xliv}
1/14	T-Mobile		Offer to reimburse up to \$650 in ETFs for customers switching to T-Mobile from the other 3 nationwide providers (AT&T, Verizon or Sprint). Offer includes up to \$300 device credit for trading in handset and up to \$350 payment per line depending on proof of ETF paid to previous provider. In order to qualify, a customer must trade in their old handset, purchase a new T-Mobile handset, and port their phone number to T-Mobile. ^{xlvi}
2/14 to 3/14	AT&T	Mobile Share	New and existing customers who open new line of service will receive a \$100 credit for each new smartphone, feature phone, tablet, mobile Hot Spot or Wireless Home Phone they add. ^{xlvii}
2/10/14 to 2/17/14	Verizon		No-activation fee promotion: \$35 activation fee waived for new customers who signed a two-year service contract during the promotion period. ^{xlviii}
4/14	C Spire		Customers who switch to C Spire get up to \$200 service credit as reimbursement for ETFs, plus \$50 bill credit and an extra \$100 for every third customer referral. ^{xlix}
4/14	Verizon	More Everything	Customers who activate a tablet on shared data plans at or above the 1GB data tier get 1GB of extra data per month

			free of additional charge. There is a \$10/month charge for adding a tablet line to shared data plans. ⁱ
4/14 to 5/14	Sprint	Family	Offer to reimburse up to \$650 in switching costs for customers who switch number to Sprint from another postpaid provider and sign up for Sprint Family Plan. Offer includes up to \$300 credit for phone trade-in and a Visa® Prepaid Card worth up to \$350 to cover ETFs or, for customers not on contract, their remaining equipment installment balance. ⁱⁱ
4/14 to ?	U.S. Cellular	Shared Connect	Offer to pay off customers' old contracts, up to \$350 per line, when they switch to Shared Connect plan and choose Retail Installment Contract. Customers who port their number from another provider and send in their final bill with the ETF on it will receive a prepaid debit card for that amount. ⁱⁱⁱ
4/14 to 5/14	T-Mobile		LTE-enabled tablets offered for same price as Wi-Fi-only models for any postpaid activation on a 1GB or more mobile internet data plan. ⁱⁱⁱⁱ
4/14	T-Mobile		\$10/month discount off most popular internet data plans for new and existing customers through end of 2014. ^{liv}
6/14	T-Mobile	T-Mobile Test Drive Un-carrier 5.0	From June 23, customers will be able to test iPhone 5s with unlimited service for seven days at no cost. ^{lv}
12/5	Sprint	Cut Your Bill in Half Event	Effective 12/05/2014, available for limited time only, Sprint is introducing the Cut Your Bill in Half Event for Verizon and AT&T customers who are interested in switching to Sprint to cut their rate plan in half.

Table V.A.v

Selected Postpaid Plans for Basic and Smartphones as of July 2014

Provider	Phone type	Plan Name	Talk/Text	Sample Data Tier	Details	Voice and Text	Data	Voice + Data + Text
AT&T	Basic/ Feature Phone	AT&T Mobile Share® Value Plans with Unlimited Talk & Text	Unlimited	300MB	Base fee for basic phone=\$20, until the data reaches 10 GB and it falls to \$15. Additional basic or smartphones may be added. Data tiers are purchased for the following prices: 300MB=\$20; 1GB=\$25; 2GB=\$40; 4GB=\$70; 6GB=\$80; 10GB=\$100; 15GB=\$130; 20GB=\$150; 30GB= \$225; 40GB=\$300; 50GB=\$375	\$ 20.00	\$ 20.00	\$ 40.00
AT&T	Smartphone	AT&T Mobile Share® Value Plans with Unlimited Talk & Text	Unlimited	1 GB	Base fee for smartphone = \$40. Additional basic or smartphones may be added. Data tiers are purchased for the following prices: 300MB=\$20; 1GB=\$25; 2GB=\$40; 4GB=\$70; 6GB=\$80; 10GB=\$100; 15GB=\$130; 20GB=\$150; 30GB=\$225; 40GB=\$300; 50GB=\$375	\$ 40.00	\$ 25.00	\$ 65.00
Verizon Wireless	Basic/ Feature Phone	More Everything Plan	Unlimited	700 min	Base fee=\$30. Data added [how much data?] for \$5	\$ 30.00	\$ 5.00	\$ 35.00
Verizon Wireless	Smartphone	More Everything Plan	Unlimited	1GB	Base fee = \$40. Data tiers are purchased for the following prices: 250MB=\$15; 500MB=\$30; 1GB=\$40; 2GB=\$50; 3GB=\$60; 4GB=\$70; 6GB=\$80; 8GB=\$90; 10GB=\$100; 12GB=\$110; 14GB=\$120; 16GB=\$130; 18GB=\$140; 20GB=\$150; 30GB=\$225; 40GB=\$300; 50GB=\$375	\$ 40.00	\$ 40.00	\$ 80.00
Provider					8			

Sprint	Basic/ Feature Phone	Unlimited My Way	Unlimited	Unlimited	Base fee = \$50. Unlimited data for basic phones can be added for \$10.	\$ 50.00	\$ 10.00	\$ 60.00
Sprint	Smartphone	Unlimited My Way	Unlimited	1 GB	Base fee = \$50. Data tiers are purchased for the following prices: 1GB=\$20; unlimited data=\$30	\$ 50.00	\$ 20.00	\$ 70.00
Sprint	Basic/ Feature Phone	Family Plan	Unlimited	1 GB	Base fee for initial phone = \$55. Per-phone fee of \$55 falls by \$5 for every member of plan as new members are added, until it reaches \$25. The maximum size of a family is 10 people. Plan comes with 1GB data. Higher data tiers may also be purchased.	\$ 55.00	\$ -	\$ 55.00
Sprint	Smartphone	Family Plan	Unlimited	3 GB	Base fee for initial phone = \$55. Per-phone fee of \$55 falls by \$5 for every member of plan as new members are added, until it reaches \$25. The maximum size of a family is 10 people. Plan comes with 1GB data. Higher data tiers may also be purchased: 3GB=\$10, unlimited data=\$20	\$ 55.00	\$ 10.00	\$ 65.00
T-Mobile	Basic/ Feature Phone	Simple Starter Plan	Unlimited	500 MB	Plan may be used with smartphones or basic phones	\$ 40.00	\$ -	\$ 40.00
T-Mobile	Smartphone	Simple Choice Plan	Unlimited	1 GB	Base fee = \$50. Data tiers are purchased for the following prices: 1GB=included with plan; 3GB=\$10; 5GB=\$20; unlimited data=\$30	\$ 50.00	\$ -	\$ 50.00
Provider								

US Cellular	Basic/ Feature Phone	Shared Connect Plans	Unlimited	300 MB	Base fee=\$30. Data tiers are purchased for the following prices: 300 MB=\$15, 1GB=\$40; 2 GB=\$50; 3GB=\$60	\$30	\$40	\$70
US Cellular	Smartphone	Shared Connect Plans	Unlimited	1 GB	Base fee=\$40. Data tiers are purchased for the following prices: 300 MB=\$15, 1GB=\$40; 2 GB=\$50; 3GB=\$60	\$40	\$40	\$80
C Spire	Basic/ Feature Phone	Unlimited talk & text	Unlimited (including pictures)	Unlimited (assume 30 days)	\$1 for 24 hours of data access	\$50	\$30	\$80
C Spire	Smartphone	Unlimited Everything Plans	Unlimited (including pictures)	Unlimited	Unlimited			\$80
C Spire	Smartphone	Unlimited talk & text	Unlimited (including pictures)	1 month of streaming	Base fee=\$50. Data passes available (\$5 for 2 hrs., \$10 for 5 hrs., \$30 for 1 month of streaming)	\$50	\$30	\$80
C Spire	Smartphone	Unlimited talk & text	Unlimited (including pictures)	1 GB	Base fee=\$50. No data included. Data tiers are purchased for the following prices (valid 30 days): 500 MB =\$10, 1GB=\$15; 3 GB=\$45; 5 GB= \$75	\$50	\$15	\$65
C Spire	Smartphone	Plans with second Line Discount: Unlimited	Unlimited (including pictures)	Unlimited	Can add a second line on the plan for \$50	\$100	\$-	\$100
C Spire	Smartphone	Plans with second Line Discount: Unlimited Lite	Unlimited (including pictures)	Unlimited web and online music, 30 min. of online video	Can add a second line on the plan for \$50. Data passes available (\$5 for 2 hrs., \$10 for 5 hrs., \$30 for 1 month of streaming)	\$80	\$-	\$80

Prepaid Service

Table V.B.i

Selected Major Developments in Prepaid Pricing Plans

Date	Provider	Brand/MVNO	Description
5/13	AT&T	Aio	New brand launched on HSPA+ network in selected regional markets. Plans for feature phones and smartphones include unlimited voice and text and a choice of data tiers, with speed reductions after data allowances reached. ^{lvi} Tablet plans also available.
5/13	T-Mobile	MetroPCS	After T-Mobile-MetroPCS transaction closes, combined company begins process of migrating customers off MetroPCS legacy CDMA network onto LTE network and taking MetroPCS brand nationwide. ^{lvii}
5/13	Verizon		Data allowances increased on prepaid plans: unlimited voice, text and 2GB of data for \$60/month, up from 500MB of data; unlimited voice, text and 4GB of data for \$70/month, up from 2GB of data. ^{lviii}
6/13	AT&T	Aio	LTE service added to service originally launched with support for only HSPA+ network. Service footprint also expanded to additional markets. ^{lix}
7/13	T-Mobile	MetroPCS	New entry-level rate plan added: \$40/month for unlimited voice, text and 500MB of LTE data, with data speeds slowed after data allowance is reached. ^{lx}
8/13	AT&T	Aio	Service launched on nationwide basis. ^{lxi} Positioned as competitor to prepaid brands including Sprint's Boost and Virgin Mobile brands and T-Mobile USA's MetroPCS brand. ^{lxii}
10/13	T-Mobile	Brightspot	New prepaid offering launched with Target as retail partner. ^{lxiii}
2/14 to 3/14	Sprint	Boost	LTE promotion cuts price of unlimited voice, text and 2.5GB of data before speed reductions from \$55/month to \$35/month for first 6 months, after which price will increase to \$50/month. Once introductory period ends, customers will qualify for Boost's Shrinking Payments plan, under which Sprint will take \$5 off the customer's monthly bill for every six on-time payments, down to a floor of \$40/month. ^{lxiv}
3/14	Verizon	Allset	New plans for 3G CDMA network reduce monthly prices and data allowances. Customers can add more data via "Bridge Data." Smartphone plans start at \$45/month for unlimited voice, text and 500MB of data. The plan for feature phones includes 500 voice minutes, unlimited text and 500MB of data for \$35/month. <i>Id.</i> Customers can add 500MB for \$5 with a 30-day expiration and 1GB for \$10 or 3GB for \$20 with a 90-day expiration. ^{lxv}
3/14	Sprint	Prepaid Smart	New brand launched with two smartphone plans: unlimited voice, text and WiFi-enabled data only for \$45/month; or unlimited voice, text and unlimited data for \$60/month, with speed reductions after 2.5GB of data use. Video streaming may be limited to 3G speeds on the 2.5GB data tier. ^{lxvi}
3/14	Sprint	Boost, Virgin	Slower speeds for heavy data users: speeds of users who exceed 2.5GB of data usage in a monthly cycle will be reduced to 128 Kbps for the remainder of the billing cycle, down from previous 256 Kbps, unless they top up their accounts. ^{lxvii}
3/14	AT&T	Cricket	FCC approves AT&T's acquisition of Leap. AT&T agreed to offer a

			prepaid plan for feature phones that includes unlimited voice, text and data (with speeds slowed after 500 MB) for \$40 per month for at least 18 months. AT&T begins process of migrating Cricket customers off Leap’s legacy CDMA network onto AT&T’s nationwide GSM-based network. ^{lxxviii}
4/14	AT&T	Aio	Group discount plans launched that offer customers progressively increasing monthly discounts for adding new lines to an existing account. All accounts pay the full monthly price on the first line, with progressively increasing discounts applied to each new additional line: a \$10/month discount on the second line, a \$20/month discount on the third line and a \$30/month discount on the fourth and fifth lines. The discounts are available on plans starting at \$40/month. ^{lxxix}
5/14	Sprint	Boost	Prices cut through introduction of new ‘Monthly Unlimited Select’ plans at lower price points than legacy plans. All plans include unlimited voice and text, plus one of three data options -- 500MB for \$40/month, 2.5GB for \$50/month and 5GB for \$60/month. Data speeds are slowed down to 2G after thresholds are reached. The new plans replace \$50/month feature phone plan and \$55/month smartphone plan. The ‘Bill Shrink’ plan, which was launched in March 2012, rewarded customers for making on-time payments by progressively reducing their monthly bill, up to a maximum discount of \$15/month. ‘Bill shrink’ option discontinued. ^{lxxx}
5/14	AT&T	Aio/New Cricket	Existing Aio Wireless prepaid brand shut down and re-launched as Cricket. Re-launch of Cricket brand on nationwide network begins. ^{lxxxi}
5/14	AT&T	New Cricket	New rate plans similar to Aio’s plans introduced: 500MB for \$40/month, 2.5GB for \$50/month, and 5GB and international texting for \$60/month. Plans include unlimited voice and text. ^{lxxii}
			Peak download speeds of 8 Mbps on LTE, and 4 Mbps on HSPA+, reduced to 128 Kbps if customers exceed monthly data allowance. ^{lxxiii}
			\$5/month discount if customer selects autopay option. Monthly rates drop to \$35, \$45 and \$55. ^{lxxiv}
			Group discounts: discounted monthly rates available for additional lines within a family or group of friends. As with Aio group discount plans, group discounts provide a \$10/month discount for each new line of service added to a single account. ^{lxxv}
			Customers who make 12 on-time payments in a year offered a \$50 device credit or reward that can be used to upgrade to new handset. ^{lxxvi}
5/14	AT&T	New Cricket	Handset financing options for prepaid phones launched. All three financing options are available for phones \$149.98 and higher, with accessories excluded from eligibility. ^{lxxvii}
			Tier I installment loan: 0% APR for 24 months with minimum monthly payment of 4.16% of initial balance;
			Tier II installment loan: 29.99% APR for 6 months deferred interest and 24-month term and minimum monthly payment of 5.4% of initial balance;
			Lease to own: 12-month lease term, at end of which customer owns device. 90-day same-as-cash payoff option.
6/14	T-Mobile	GoSmart	Price cut on high-end plan – \$40/month for unlimited voice, text and the

			<p>first 3GB of data at 3G speeds before reducing speed, down from \$45/month.^{lxxviii}</p> <p>Data speeds of \$35 mid-level plan increased – unlimited voice, text and the first 500MB of data at 3G speeds before reducing speed to 2G speeds. Data users were previously limited to 2G speeds.^{lxxix}</p>
6/14	T-Mobile	Brightspot	<p>Price cuts and other revisions to offerings:^{lxxx}</p> <p>Unlimited voice and messaging for \$30/month, down from \$35/month.</p> <p>New data-centric plan with 300 voice minutes, unlimited messaging and 3GB of data at HSPA+ or LTE speeds before reducing speeds for \$35/month.</p> <p>Unlimited voice, messaging and 1GB of data at HSPA+ or LTE speeds before reducing speeds for \$45/month, down from \$50/month.</p> <p>Unlimited voice, messaging and 3GB of data at HSPA+ or LTE speeds before reducing speeds for \$55/month, replacing previous \$65 high-end plan with 4GB of LTE data before reducing speeds.</p>
7/15	Verizon	Allset	<p>Verizon added LTE service for its Allset prepaid plans on Tuesday. Previously, Verizon’s prepaid customers were only allowed on the CDMA network. Prices are staying the same as before: the base plan, which includes unlimited calls, texts, and 500MB of mobile data, costs \$45 and you get the option to add 1GB and 3GB blocks of rollover data. LTE speeds will require an LTE-capable device, and you can either bring your own or purchase one from Verizon. If you’ve got an XLTE-capable device, you can take advantage of the added speeds from Verizon’s new LTE network as well.^{lxxxi}</p>

**Table V.B.ii
AT&T and Cricket Prepaid Plan Offerings
As of June 2014**

GoPhone Monthly Smartphone Plans^{lxxxii}				
Price	Talk	Text	International Text*	Data
\$60/month	Unlimited	Unlimited	Unlimited	2.5GB (Add more: \$10/1GB)
\$40/month	500 minutes	Unlimited	Unlimited	500MB (Add more: \$5/100MB)
\$25/month	250 minutes	Unlimited	Unlimited	Add a data package, \$5/50MB
GoPhone Basic and Messaging Phone Plans				
Price	Talk	Text	International Text*	Data
\$45/month	Unlimited	Unlimited	Unlimited	Unlimited: First 2GB at speeds up to 3G
\$25/month	250 minutes	Unlimited	Unlimited	Pay per use or add \$5/50MB package
\$2/day, only on days used	Unlimited	Unlimited	Unlimited	Pay per use 1¢/5KB
10¢/minute	10¢/minute	20¢/text or buy package	25¢/text message	Pay per use 1¢/5KB
Cricket Smartphone and Basic Cell Phone Plans^{lxxxiii}				
Price	Talk	Text	International Text*	Data³
Pro: \$60/month*	Unlimited	Unlimited	Unlimited Texting to 35 countries	5GB at high-speed**
Smart: \$50/month*	Unlimited	Unlimited		2.5 GB at high-speed**
Basic: \$40/month*	Unlimited	Unlimited		500MB at high-speed **
Talk & Text: \$25/month	Unlimited	Unlimited	Available if you add Cricket Passport (\$15/month, text to 35 countries)	Basic phones only - does not include data or multimedia messaging
<p>#Eligibility and Monthly Discount on Cricket plans: Customers in good standing with at least two (2) eligible lines of service on one account will be automatically enrolled to receive Group Save discounts. Only eligible lines two-five on the same account receive the monthly discount described below. Only lines of service on a Basic, Smart, or Pro rate plan are eligible. Your first eligible line does not receive a discount; the second eligible line = \$10 monthly discount; the third eligible line = \$20 monthly discount; and the fourth and fifth eligible lines each = \$30 monthly discount. The maximum monthly discount is \$90 when you have five (5) eligible lines.</p> <p>*\$5 Auto-pay credit. Eligible for group save discounts.MMS not included ***Unlimited data available at reduced speeds after high-speed data limit is reached</p>				

³ Add 1 GB high-speed for \$10/month

**Table V.B.iii
Verizon Wireless Prepaid Plans
As of June 2014**

Verizon Allset Smart Phone Monthly Prepaid Plan				
Price	Talk	Text	Data*	
\$45/month	Unlimited	Unlimited	500 MB	
Verizon Allset Basic Phone Monthly Prepaid plan				
Price	Talk	Text	Data*	
\$45/month	Unlimited	Unlimited	500 MB	
\$35/month	500 minutes	Unlimited	500 MB	
*Data does not include 4G/LTE. Additional data may be purchased: 500 MB for \$5 (expires after 30 days); 1 GB for \$10 (expires after 90 days); or 3 GB for \$20 (expires after 90 days)				
Verizon Wireless Pay-as-you-go Plans				
Price	Mobile to Mobile Calling (with Verizon Wireless customers)	Talk	Text/Picture Messaging (price per minute)	Mobile Web*
\$1.99/day	Unlimited	Unlimited	2¢/25¢	99¢/day
99¢/day	Unlimited	10¢/minute	10¢/25¢	99¢/day
pay as you go	25¢/minute	25¢/minute	20¢/25¢	99¢/day

**Table V.B.iv
Sprint Prepaid Plans^{lxxxiv}
As of June 2014**

Sprint Prepaid Monthly Smartphone Plans*			
Plan/Price	Talk	Text	High speed 3G/4G data**
Smart Plus: \$60/month	Unlimited	Unlimited	2.5GB/month of high-speed data.
Smart: \$45/month	Unlimited	Unlimited	Data not included
Sprint Prepaid Monthly Basic Plans*			
Plan/Price	Talk	Text	Data
Basic Plus (\$50/month)	Unlimited	Unlimited	Unlimited
Basic (\$35/month)	500 minutes	Unlimited	Unlimited
*All Prepaid Plans include voicemail, long distance, call waiting, call forwarding			
** When monthly usage exceeds applicable data plan allotment, speeds (including video) reduced to 2G speeds for remainder of plan cycle			
Boost Mobile Monthly Prepaid Plans			
Price	Talk	Text	High speed 3G/4G data*
\$60/month	Unlimited	Unlimited	5 GB.
\$50/month	Unlimited	Unlimited	2.5 GB
\$40/month	Unlimited	Unlimited	500 MB
Boost Mobile Daily Prepaid Plans			
Price	Talk	Text	Data
\$ 3/day (smartphones)	Unlimited	Unlimited	Unlimited
\$2/day (basic phones)	Unlimited	Unlimited	Unlimited
*All Prepaid Plans include voicemail, long distance, call waiting, call forwarding			
* When monthly usage exceeds applicable data plan allotment, speeds (including video) reduced to 2G			

speeds for remainder of plan cycle

Boost Shrinking Payment Plan

Price*	Talk**	Text	Data***
\$60 initially, falls to \$45	Unlimited	Unlimited (includes BBM Voice)	Unlimited
\$55 initially, falls to \$40	Unlimited	Unlimited	Unlimited
\$50 initially, falls to \$35	Unlimited	Unlimited	Unlimited
\$45 initially, falls to \$30	Unlimited	Unlimited	Unlimited

*Shrinking Payments reduces your payment by \$5/month for every six on-time payments.

**Plans include voicemail, long distance, call waiting, call forwarding

***Includes 2.5GB/month of high-speed data. Adaptive Protocol Video limited to 3G

Virgin Mobile Beyond Talk Unlimited Plans (Android Compatible)

Price	Talk	Text	Data (4G data where available)
\$55/month	Unlimited	Unlimited	Unlimited
\$45/month	1200 minutes	Unlimited	Unlimited
\$35/month	300 minutes	Unlimited	Unlimited

Virgin Mobile PayLo Talk & Text Plans (Not Android Compatible)

Plan & Price	Talk	Text	Data
\$40/month	Unlimited	Unlimited	50 MB included
\$30/month	1500 minutes	1500 messages	30 MB included
\$20/month	400 minutes	15¢/message	\$1.50/MB

Table V.B.v
Selected T-Mobile and Metro PCS Prepaid Plan Offerings^{lxxxv}
As of June 2014

T-Mobile Monthly and Daily Prepaid Plans^{lxxxvi}				
Price	Talk	Text	Data (4G LTE*)	
\$80/month	Unlimited	Unlimited	Unlimited	
\$70/month	Unlimited	Unlimited	5 GB	
\$60/month	Unlimited	Unlimited	3 GB	
\$50/month	Unlimited	Unlimited	1 GB	
\$40/month*	Unlimited	Unlimited	500 MB	
\$30/month	100 minutes	Unlimited	5 GB	
\$35/month	Unlimited	Unlimited	NA	
\$3/day	Unlimited	Unlimited	200 MB	
\$2/day	Unlimited	Unlimited	Only 2G available	
*Simple starter plan				
MetroPCS Monthly Prepaid Plans^{#lxxxvii}				
Price*	Talk	Text	Data (4G LTE**)	
\$60/month	Unlimited	Unlimited	Unlimited	
\$50/month	Unlimited	Unlimited	2.5 GB	
\$40/month	Unlimited	Unlimited	500 MB	
*Save \$5 per line/month with a family plan, a family can consist of up to 5 people (a total savings of \$25/month)				
**Data are still available at reduced speeds after reaching the data limit				
# MetroPCS offers pay by minute and pay by week plans, only in brick and mortar stores.				
GoSmart Monthly Prepaid Plans^{lxxxviii}				
Price	Talk*	Text**	Data	Facebook and Facebook Messenger
\$45/month	Unlimited	Unlimited	3GB at 3G speeds, then 2G speeds for the rest of the cycle	Unlimited
\$35/month	Unlimited	Unlimited	500 MB at 3G speeds, then 2G speeds for the rest of the cycle	Unlimited
\$25/month	Unlimited	Unlimited	NA	Unlimited
T-Mobile Pay-as-you-go^{lxxxix} without Data				
Price	Talk			Text
	Minutes	Cost/min	Duration	
\$100	1000	10¢/min	1 year	10¢ to send/receive
\$50	400	13¢/min	90 days	texts, 25¢ to
\$30	160	19¢/min	90 days	send/receive pictures &
\$10	30	33¢/min	90 days	videos
* Optional \$10/month international texting and calling bundle				
** Optional \$5/month international texting				

Table V.B.vi
US Cellular Prepaid Plans^{xc}
July 2014

US Cellular Simple Connect Smart Phone Monthly Prepaid Plan			
Price	Talk	Text	Data
\$60/month	Unlimited	Unlimited	Unlimited with 2 GB at high speed, speeds reduced thereafter
\$50/month	Unlimited	Unlimited	Unlimited with 500 MB at high speed, speeds reduced thereafter
US Simple Connect Cellular Basic Phone Monthly Prepaid plan			
Price	Talk	Text	Data
\$40/month	Unlimited	Unlimited	Unlimited data for basic phones

Table V.B.vii
C-Spire Prepaid Plans^{xc14}
July 2014

C-Spire Pay-as-you-go Prepaid Plan			
Price	Talk	Text & Pictures	Data
\$65/30 days	Unlimited	Unlimited	Unlimited
\$55/30 days	Unlimited	Unlimited	1 GB
\$50/30 days	500 nationwide minutes	Unlimited	500 MB
\$35/30 days	350 nationwide minutes	Unlimited	500 MB
C-Spire Pay-as-you-go Prepaid Plan without Data			
Price	Talk	Text & Pictures	Data
\$50/ 30 days	Unlimited	Unlimited	
\$25/ 30 days	250 nationwide minutes	Unlimited	Purchase data day pass for \$1/day
\$2/day	Unlimited	Unlimited	for basic phone

⁴ As of 7/7/2014, http://www.cspire.com/shop_and_learn/plans/category_plan_landing.jsp?id=cat320003#prepaid.

Price Indicators for Mobile Data

Table V.C.i

**Current Postpaid Smartphone Data Pricing for Mobile Wireless Providers⁵
1st Quarter 2014**

	AT&T		Verizon		Sprint			T-Mobile		US Cellular		C-Spire	
Base Fee	\$40		\$40		\$50			\$50 ⁶		\$40		\$50	
Data Allowance	\$/Mth	C/MB	\$/Mth	C/MB	\$/Mth subsidized device, 2-year contract	\$/Mth unsubsidized device	C/MB	\$/Mth	C/MB	\$/Mth	C/MB	\$/Mth	C/MB
MB													
250			\$15	6.0C									
300	\$20	6.7C								\$15	5.0C		
500			\$30	6.0C								\$10	2.0C
GB													
1			\$40	4.0C	\$20		2.0C			\$40	4.0C	\$15	1.5C
2	\$40	2.0C	\$50	2.5C				\$10		\$50	2.0C		
3			\$60	2.0C		\$10	3.0C		0.5C	\$60	2.0C	\$45	1.5C
4	\$70	1.8C	\$70	1.75C									
5								\$20	0.5CC			\$75	1.5C
6	\$80	1.3C	\$80	1.33C									
8			\$90	1.13C									
10	\$100	1.0C	\$100	1.0C									
12			\$110	0.92C									
14			\$120	0.86C									
15	\$130	0.87C											
16			\$130	0.81C									

⁵ Derived from BoA/ML 4 April 2014, “A Frantic Start to 2014 in Wireless Pricing”, Table 3, pp. 7. Numbers in the table are BofA Merrill Lynch Global Research estimates and company websites visited on 7/7/2014.

⁶ Basic unlimited talk and text smartphone individual plan includes 1GB of data. cost \$50. 3 GB plan costs \$60 5 GB plan costs \$70. The incremental data cost for 3 GB plan is an extra \$10 for 2 GB of data, and for the 5GB plan the incremental cost is \$20 for 4 GB of data as 1 Gb is already included in the base price.

18			\$140	0.78C									
20	\$150	0.75C	\$150	0.75C									
30	\$225	0.75C	\$225	0.75C									
40	\$300	0.08C	\$300	0.75C									
50	\$375	0.08C	\$375	0.75C									

Source: BoA/ML, "A Frantic Start to 2014 in Wireless Pricing", 4 April 2014

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- ⁱ Sue Marek, *T-Mobile Gets ‘Jump’ on the Competition With New Handset Upgrade Program*, FIERCEWIRELESS, July 10, 2013.
- ⁱⁱ Phil Goldstein, *AT&T’s ‘Next’ Program Allows Smartphone, Tablet Upgrades Every 12 Months*, FIERCEWIRELESS, July 16, 2013.
- ⁱⁱⁱ Sue Marek, *Verizon Gives Handset Upgrades Every 6 Months With New Edge Program*, FIERCEWIRELESS, July 18, 2013.
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- ^v Tammy Parker, *Sprint Kicks Off Framily, a Group-Based Calling Plan*, FIERCEWIRELESS, Jan. 7, 2014; Phil Goldstein, *AT&T, Verizon Tweak ‘Next’ and ‘Edge’ Handset Upgrade Programs*, FIERCEWIRELESS, Jan. 21, 2014; Sprint, *Learn More About Sprint Easy Pay*, http://support.sprint.com/support/article/Learn_more_about_Sprint_Easy_Pay/487c6885-c186-4f0d-b325-65b602af1de0?INTNAV=LP:RMB:01092014:EasyPay (visited Mar. 4, 2014).
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- ^{viii} Phil Goldstein, *AT&T, Verizon Tweak ‘Next’ and ‘Edge’ Handset Upgrade Programs*, FIERCEWIRELESS, Jan. 21, 2014.
- ^{ix} Phil Goldstein, *Confirmed: T-Mobile to Let ‘Jump’ Customers Upgrade More Often, Add Tablets to Program*, FIERCEWIRELESS, Feb. 14, 2014.
- ^x Phil Goldstein, *Verizon Tweaks Edge Handset Upgrade Program, as Analysts Predict Installment Plans to Boom*, FIERCEWIRELESS, June 2, 2014.
- ^{xi} Phil Goldstein, *Sprint Launches ‘One Up’ Handset Upgrade Program, Following Rivals*, FIERCEWIRELESS, Sept.20, 2013; Phil Goldstein, *Report: Sprint Set to Join Rivals With ‘One Up’ Handset Upgrade Program*, FIERCEWIRELESS, Sept. 16, 2013.
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- ^{xiii} David W. Barden *et al.*, *The Rise of Installment Payment Plans and Implications for Wireless Carriers*, Bank of America Merrill Lynch, Equity Research, Feb. 7, 2014, at 5; Tammy Parker, *Sprint Kicks Off Family, a Group-Based Calling Plan*, FIERCEWIRELESS, Jan. 7, 2014; Sprint, *Learn More About the Sprint Family Plan*, <http://support.sprint.com/support/article/title/315d1dfb-7fe2-4e5a-b633-36db2003ecc8?INTNAV=LP:RMB:01092014:QA> (visited Mar. 5, 2014).
- ^{xiv} Craig Moffett *et al.*, *U.S. Wireless: The Rise of the Machines ... and No, This Isn’t a Price War*, MoffettNathanson Research, March 19, 2014, at 17-18; Phil Goldstein, *We’re Not Having a Wireless Price War Now -- But What Would One Look Like?*, FIERCEWIRELESS, March 11, 2014.
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- ^{xvi} Debi Lewis, *MORE Everything Gives Customers More From Their Wireless Plans*, Press Release, Verizon Wireless, Feb. 13, 2014; Dan Seifert, *Verizon’s New Rate Plans Offer More Data and Lower Prices*, THEVERGE, Feb. 13, 2014; John C. Hodulik *et al.*, *Wireless Telecommunications: Higher EIP Take-Rates to Mask Pricing Pressure*, UBS, Equity Research, March 10, 2014, at 5; Philip Cusick *et al.*, *Adding VZ to J.P.Morgan Analyst Focus List; Embrace the Flowback*, J.P. Morgan, North America Equity Research, Feb. 27, 2014, at 11-14; Phil

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^{xxiv} *Sprint Launches Unlimited Guarantee and New Unlimited, My Way Plan*, Press Release, Sprint, July 11, 2013; Sue Marek, *Sprint Guarantees Unlimited Data for Life*, FIERCEWIRELESS, July 11, 2013; Michael Rollins, *et al.*, *Alert: Unlimited, Unlimited! New Sprint Brings New Rate Plans*, Citigroup Global Markets Inc., Equity Research, July 11, 2013.

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^{xxvii} Philip Cusick *et al.*, *AT&T Offers Off-Subsidy Contract Discounts, More Attractive NEXT Offerings and Larger Data Buckets*, J.P. Morgan, Equity Research, Dec. 5, 2013, at 2; Simon Flannery *et al.*, *Quick Comment: New Mobile Share Value Plans Escalate Wireless Price Wars*, Morgan Stanley, Equity Research, Dec. 6, 2013, at 4.

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^{xxxiv} *T-Mobile Doubles Down on Flagship Simple Choice Plan With More 4G LTE Data, Tethering – And Unlimited International Texting*, Press Release, T-Mobile, Mar. 10, 2014; Thomas Gryta, *T-Mobile Raises Price for Unlimited Plan*, WALL STREET JOURNAL, Mar. 7, 2014; Devindra Hardawar, *T-Mobile Adds More Data to its Cheaper Plans – But Unlimited Data is Now \$10 More*, VENTURE BEAT, Mar. 7, 2014; Phil Goldstein, *T-Mobile CFO: \$10 Price Increase on Unlimited Plans Needed to Recoup Investment*, FIERCEWIRELESS, Mar. 10, 2014.

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